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A Recent Survey Indicates the Image of Imported Foods Has Improved

Report Categories:

Agricultural Situation

Approved By:

Stephen Wixom

Prepared By:

Midori Iijima

Report Highlights:

A recent consumer survey on food indicates that Japanese consumers are more conscious about prices than safety, and the image of imported foods has improved while preferences over domestically processed foods has declined due to higher prices.

General Information:

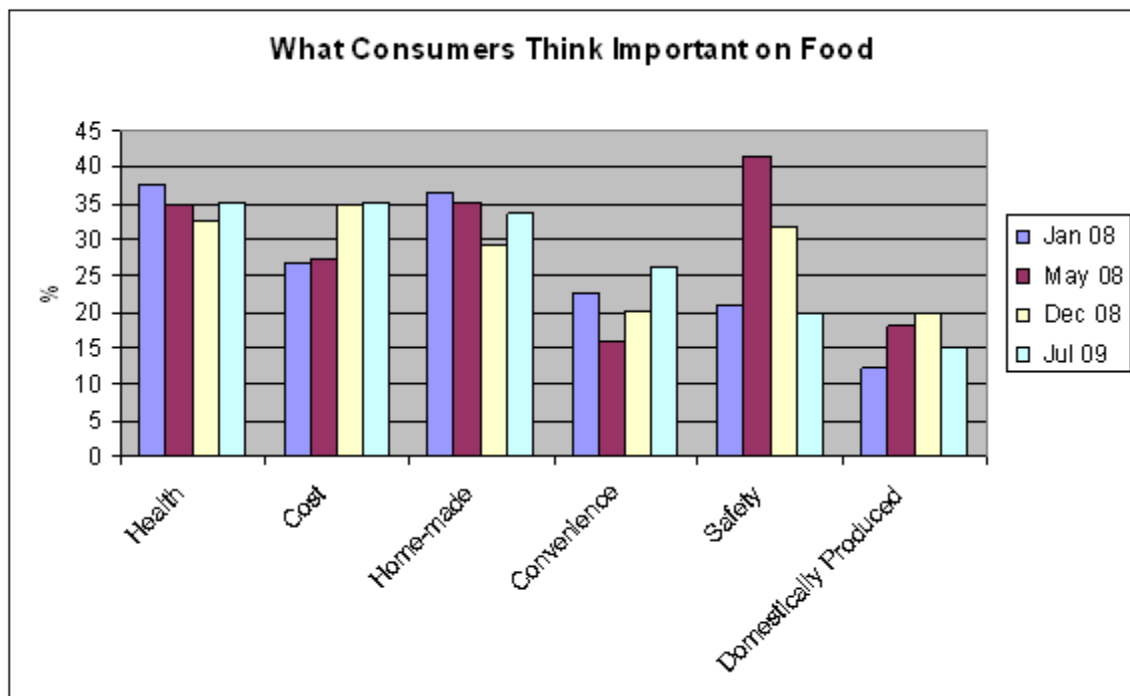
On August 12, the Japan Finance Corporation released the results of a consumer survey on food conducted this July with two thousand individuals (male and female 1000 each) ranging in ages from their twenties to sixties.

The survey revealed that consumers are now less conscious about food safety than was indicated in the previous survey in December 2008 (31.7% to 19.8% respectively). The firm's analysis indicated

that consumers' confidence in food has recovered thanks to the efforts by food processors and retailers. Consumers' confidence in food was influenced severely by an incident involving pesticide-tainted frozen Chinese dumplings in January 2008.

The worst of the recent worldwide economic downturn seems to have passed, but consumers continue to be cost-conscious (35.1%).

Health trends seem to continue due largely to the aging population in Japan (35.2%).



The image of imported foods has improved. The number of consumers who answered they do not care if foods are imported or domestically-made when they make purchases or eat out increased from 13.4% to 19% and from 53.9% to 58.6% respectively. The firm thinks that it is a result of measures that food processors and the food service industry have taken to secure the safety of food.

